

Goa Vidyaprasarak Mandal's
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS,PONDA-GOA**
B.COM. CBCS (SEMESTER- II) EXAMINATION, JUNE2022
MANAGERIAL ECONOMICS

Duration : 2 Hours

Marks : 80

INSTRUCTIONS:1) *All questions are compulsory.*

2) *Figures to the right indicate marks.*

3) *Draw diagrams wherever necessary.*

Q.1) Answer any 4 of the following questions in not more than 100 words:

(4x4=16)

- 1) Entry Deterring Pricing
- 2) Packaging
- 3) Objectives of Pricing Policy (**Any two**)
- 4) Economic & Accounting Profit
- 5) Role of Profit
- 6) Assumptions of Break - even analysis

Q.2) Answer any 4 of the following questions in not more than 100 words.

(4 x 4=16)

- a) Significance of Capital budgeting
- b) Factors Influencing investment decision
- c) Types of Non – Discounted Cash Flow Method
- d) Sources of long term finance
- e) Concept of Certainty
- f) Concept of Risk Premium

Q.3.a) Explain the following pricing methods - (4 x 3 = 12)

(i) Full Cost pricing (ii) Loss Leader Pricing (iii) Cyclical pricing

OR

b) Describe the following pricing methods – (4 x 3 = 12)

(x) Multi – product pricing (y) Transfer pricing (z) Retail Pricing

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Q.4.a) Explain the different profit limiting factors. **(12)**

OR

b) Explain the following concepts – 1) Contribution Margin 2) C/S Ratio

c) Break-even point in Units, and 4) Break even Sales in Rs. **(12)**

Q.5.a) Explain the Steps involved in Capital Budgeting **(12)**

OR

b) Write a note on - **(6 x 2 = 12)**

1) Types of Projects

2) Social Cost Benefit Analysis

Q.6.a) Explain the following concepts - **(4 x 3 = 12)**

1) Cost of Equity Capital

2) Cost of Retained Earnings

3) Weighted Average Cost of Capital

OR

b) Explain the concept of Risk & Uncertainty **(6)**

c) Describe the different sources of business risk. **(6)**
